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RESEARCH ON THE DIVERSE INTEGRATION AND INNOVATION OF CHINESE FOLK ART ELEMENTS IN DIGITAL MEDIA ART DESIGN

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The article explores methods of integrating elements of Chinese folk art into the design and teaching of digital media art. It emphasizes the importance of folk culture as a source of inspiration for contemporary art and analyzes the challenges of combining traditional forms with modern technologies. Examples of using regional cultural resources in digital art are presented, and the role of innovation in preserving national identity under globalization is discussed.

Keywords: Digital Media Art, Folk Culture, Art Elements Integration, Innovative Design

INTRODUCTION

Chinese folk art is an essential part of cultural heritage, developed over centuries. It includes a rich set of symbols, ornaments, color schemes, and handcraft techniques that reflect regional specifics, customs, and traditions. In the digital era, there is an increasing need to find new ways to preserve and popularize folk culture, especially among the younger generation.

Digital Media Art combines visual, auditory, and interactive tools to create innovative artistic forms [1]. It provides broad opportunities for transforming traditional motifs into contemporary visual concepts. Integrating folk art into digital media design not only helps preserve cultural codes but also modernizes them, making them accessible through animation, VR/AR, and multimedia installations.

PURPOSE

The purpose of this study is to identify effective approaches to integrating elements of Chinese folk art into digital media art and education, as well as to determine the main challenges and prospects of such integration.

RESULTS AND DISCUSSION

Folk art serves as a carrier of cultural memory. Its symbols, ornaments, and traditional narratives reflect life philosophy, aesthetic ideals, and the spiritual values of a nation. Integrating these elements into digital art is a way to revive cultural codes in a new context. Such integration creates an emotional link between the past and the present and stimulates interest in national heritage.

Amid the wave of the digital era, the collision between cultural heritage and innovation has given rise to numerous unique art forms. The creation of scripts for digital works, as a new form of artistic expression, offers vast space for creative



imagination and opens the way to the dissemination of regional culture. Integrating regional culture into digital scriptwriting is not only a tribute to tradition but also a means of sustaining its vitality. Only through excavation, analysis, and creative interpretation of the cultural quintessence can the characteristic features of national style be visualized in digital format [2].

At the stage of creating digital media works, it is especially important to consider the cultural style of the region, the retelling of folk stories with local color, the reproduction of folklore, and the promotion of national values. Shanxi Province, China, with its centuries-old history, rich folklore, folk art, customs, and linguistic features, serves as a prime source of inspiration for creating animated film scripts. A vivid example is the digital video *Ne Zha 2* (Fig. 1), which combines regional aesthetics with modern visual technologies.



Fig. 1. Still from the film *Ne Zha 2*, 2025, directed by Yang Yu (Jiaozi), produced by Chengdu Coco Cartoon (in cooperation with Beijing Enlight Media, Beijing Enlight Pictures, etc.), China.

In the educational process, it is important to guide students toward actively exploring regional cultural resources to create original digital works with local character, philosophical depth, captivating plots, and vivid character imagery [3].

Combining traditional and digital requires balancing authenticity with contemporary design standards. The main challenges include:

- the risk of simplifying or losing the semantic depth of traditional symbols;
- difficulties in adapting handcrafted techniques (paper cutting, embroidery, painting) to digital formats;
- the need for professionals capable of working at the intersection of art and technology.



At the same time, this opens up opportunities: algorithmic art, generative design, 3D modeling, and VR/AR can be used to reinterpret traditional motifs in creative ways.

Methods of integrating folk elements into digital art

- Abstraction of natural forms: stylizing waves, flowers, and landscapes into geometric or graphic structures;
- Materiality and textures: simulating the look of fabric, wood, or metal for realistic or decorative surfaces;
- Dynamic visual language: using animation and video to convey traditional narratives;
- Cross-media practices: combining traditional arts (opera, calligraphy, paper cutting) with digital platforms;
- Interactivity and VR: engaging audiences in interaction with virtual objects of folk art and creating immersive environments.

- A notable example is the multimedia exhibition "Through the Beautiful Coexistence of All Things " at the Baolong Art Museum (Fig.1), which used digital projections, light installations, and algorithmic effects to create seven thematic spaces combining Eastern aesthetics with modern technologies.



Fig. 2. Immersive Digital Art Exhibition "Through the Beautiful Coexistence of All Things"

Educational aspect of integration Including folk culture elements in digital media art curricula fosters students' ability to work with cultural heritage while adapting it to modern contexts. Practical tasks may include:

- developing animated films based on folk legends;



- creating VR exhibitions featuring traditional ornaments;
- using algorithmic methods to generate folk-inspired patterns.

This approach expands artistic thinking and promotes intercultural communication, as digital platforms enable local art to reach global audiences.

CONCLUSIONS

Integrating folk art elements into digital media art is a complex process that requires harmonizing traditions and innovations. It ensures the preservation of cultural heritage, opens new creative forms, and enhances educational opportunities. In the future, the development of VR, AR, generative algorithms, and interactive technologies will deepen the experience of folk art, making it accessible, dynamic, and attractive to modern society. The main challenge remains maintaining authenticity and cultural value while adapting traditional elements to the digital environment.

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ЧЖУ ЮЙ, ВАСИЛЬЄВА О.

ДОСЛІДЖЕННЯ ПРОБЛЕМ ІНТЕГРАЦІЇ ЕЛЕМЕНТІВ КИТАЙСЬКОГО НАРОДНОГО МИСТЕЦТВА У ДИЗАЙН ЦИФРОВОГО МЕДІА У МИСТЕЦТВІ

У статті досліджуються методи інтеграції елементів китайського народного мистецтва в дизайн і викладання цифрового медіамистецтва. Наголошується на важливості народної культури як джерела натхнення для сучасного мистецтва та аналізуються виклики, пов'язані з поєднанням традиційних форм із сучасними технологіями. Представлено приклади використання регіональних культурних ресурсів у цифровому мистецтві, а також розглядається роль інновацій у збереженні національної ідентичності в умовах глобалізації.

Ключові слова: цифрове медіа мистецтво, народна культура, інтеграція мистецьких елементів, інноваційний дизайн